commodore
COMPUTER SYSTEMS DIVISION

inter-office memo

To: Alan Fink
Leon Harris

Date: 5/27/82

From: Kit Spencer

cc: Diane Marco
Mike Tomczyk

Subject: MAX TV Storyboards

Attached are some proposed storyboards on the new Max Machine.

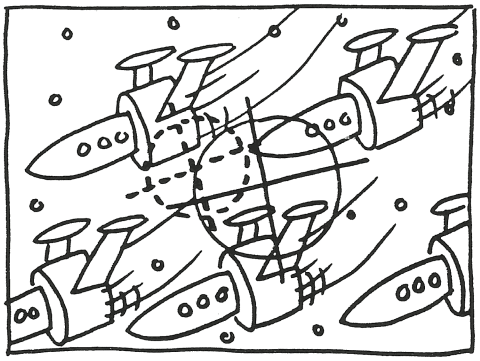
I believe these are in the general direction of what we are looking for. Obviously, much more detailed work will be needed before proceeding to production.

For your information, Ally & Gargano were asked to come up with a further proposal on the C64 TV commercial at the recent meeting with Jack and myself.

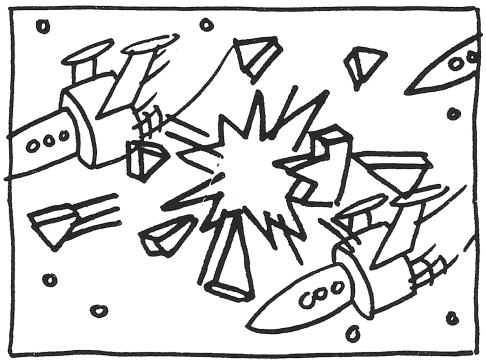
300 Valley Forge Square
681 Moore Road
King of Prussia, PA 19406

COMMODORE 30 SEC. "THREE IN ONE" MAY 25, 1982

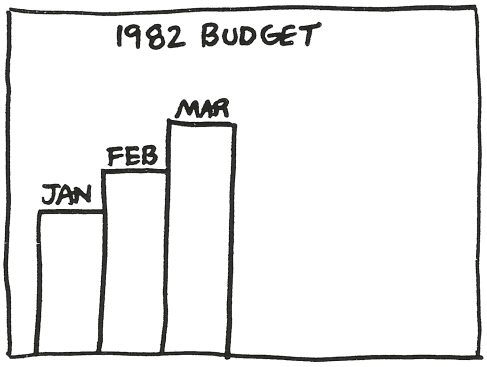
VIDEO | AUDIO



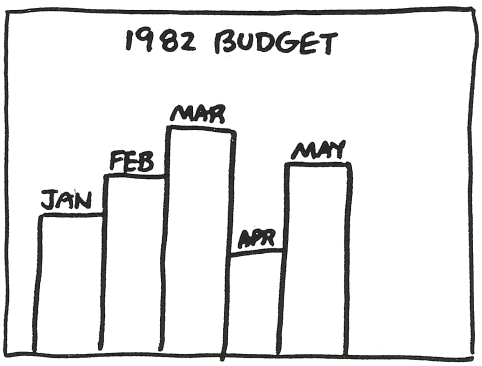
SURE, YOU COULD GET A GAME MACHINE ALMOST THIS GOOD



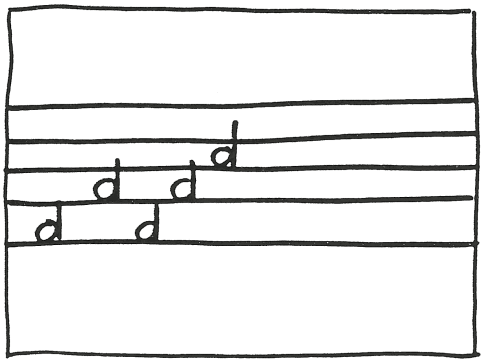
FOR ABOUT $150.



AND YOU COULD GET A PERSONAL COMPUTER THIS ADVANCED



FOR ABOUT $200.

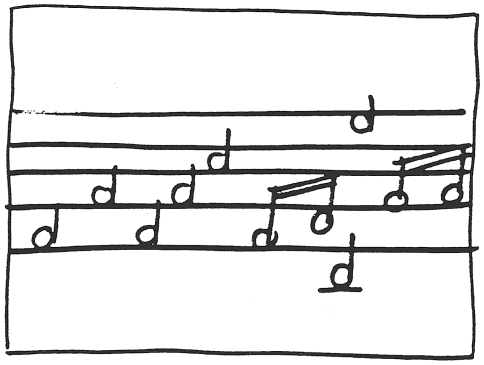


YOU COULD EVEN RUN OUT

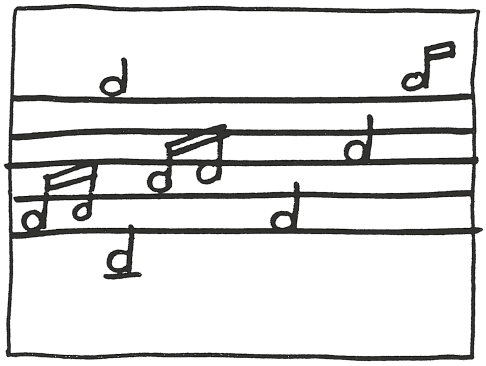
COMMODORE 30 SEC. "THREE IN ONE" MAY 25, 1982

VIDEO

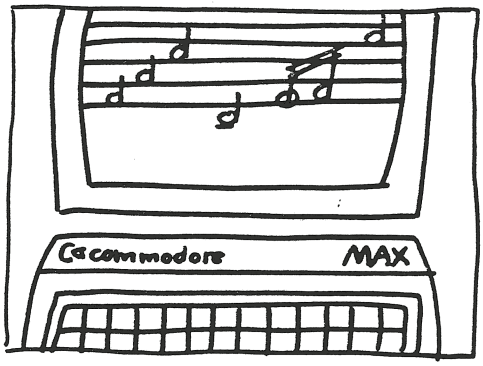
AUDIO



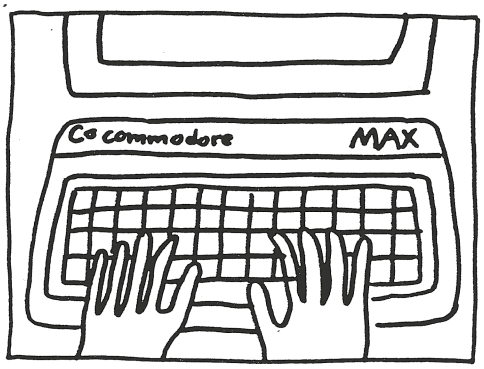
AND FIND A MUSIC SYNTHESIZER AS IMPRESSIVE AS THIS



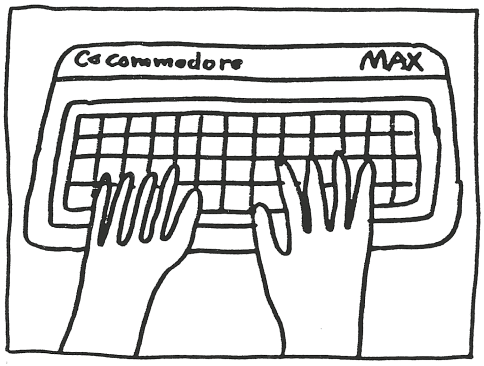
FOR APPROXIMATELY $500.



BUT WHY WOULD YOU WANT TO DO THAT WHEN COMMODORE, THE WORLD'S LEADING PERSONAL COMPUTER MAKER

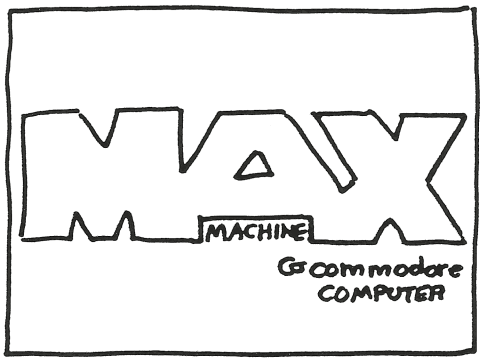


GIVES YOU THE ONLY GAME MACHINE, TRUE COMPUTER AND FULL FLEDGED MUSIC SYNTHESIZER

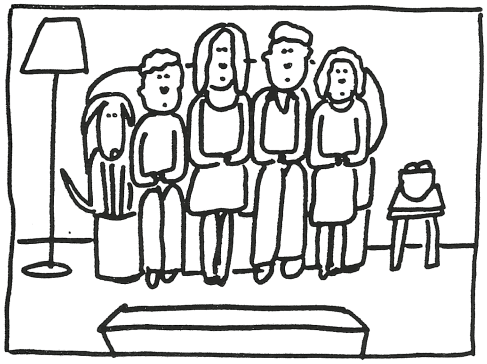
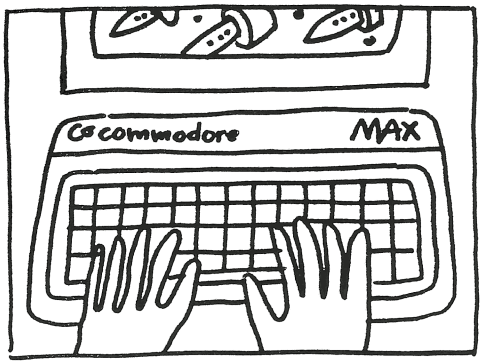
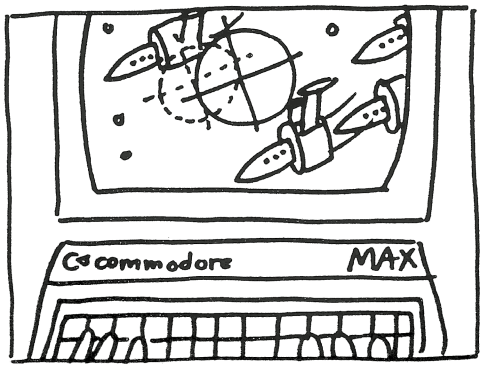


IN THIS ONE MACHINE FOR WAY UNDER $200.

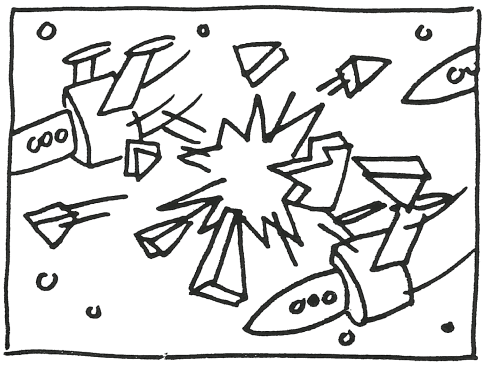
COMMODORE 30 SEC. "THREE IN ONE" MAY 25, 1982

VIDEO	AUDIO
	THE MAX MACHINE FROM COMMODORE.

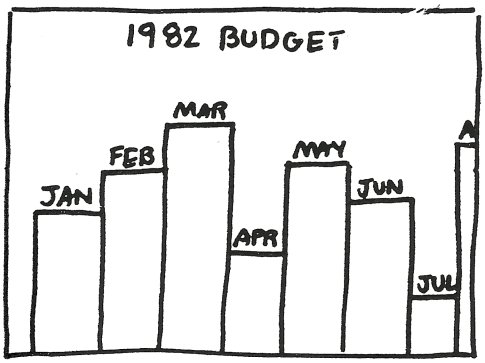
COMMODORE 30 SEC. "MAX FAMILY" MAY 25, 1982

VIDEO	AUDIO
	TO THOSE OF YOU WHO WEREN'T IMPRESSED BY TV GAMES LIKE PONG,
	TO YOU WHO STILL FEEL MOST ADVANCED VIDEO GAMES ARE STILL SIMPLE-MINDED,
	COMMODORE, ONE OF THE WORLD'S LEADING PERSONAL COMPUTER MAKERS, WOULD LIKE TO SAY, YOU WERE RIGHT.
	INTRODUCING THE COMMODORE MAX MACHINE.
	THE FIRST AND ONLY

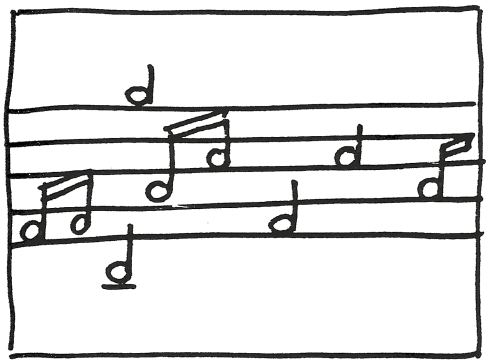
VIDEO | AUDIO



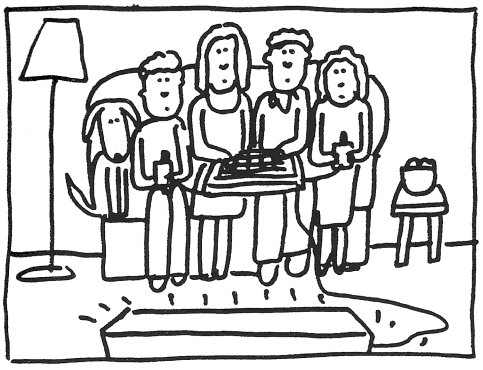
ARCADE-QUALITY GAME MACHINE



TRUE COMPUTER



AND FULL-FLEDGED MUSIC SYNTHESIZER. ALL FOR WAY UNDE
$200.



SO, IF YOU WERE JUST SITTING BACK UNTIL SOMETHING
BETTER CAME ALONG,

YOU COULDN'T HAVE TIMED IT BETTER.

COMMODORE 30 SEC. "MAX FAMILY" MAY 25, 1982

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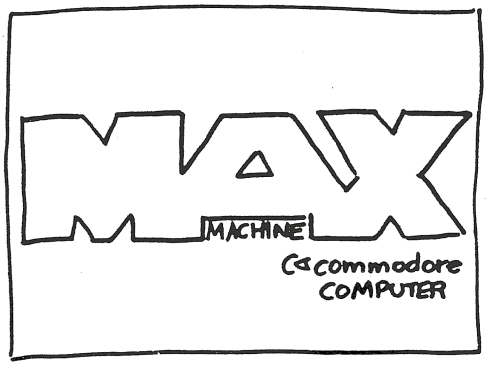
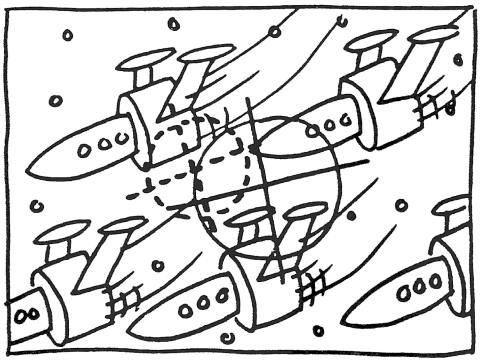
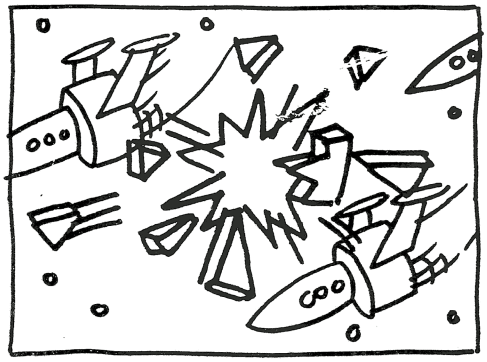
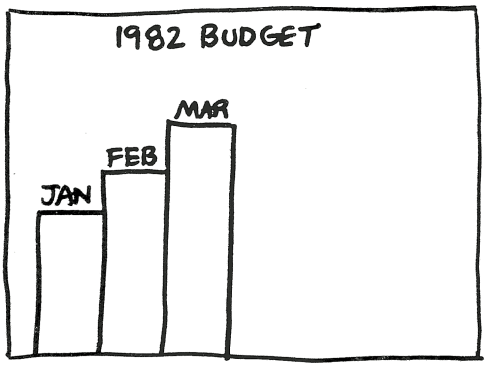
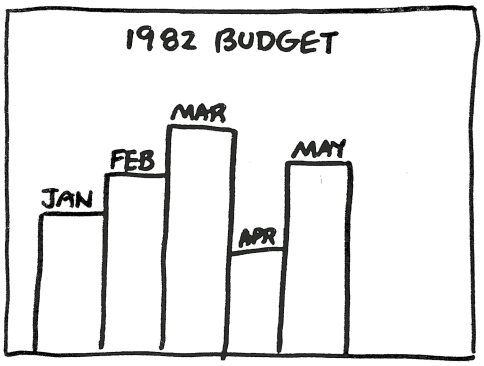
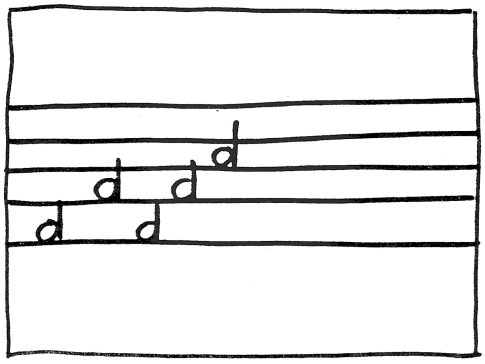
	THE MAX MACHINE FROM COMMODORE.

COMMODORE 30 SEC. "THREE IN ONE" MAY 25, 1982

VIDEO	AUDIO
	SURE, YOU COULD GET A GAME MACHINE ALMOST THIS GOOD
	FOR ABOUT $150.
	AND YOU COULD GET A PERSONAL COMPUTER THIS ADVANCED
	FOR ABOUT $200.
	YOU COULD EVEN RUN OUT

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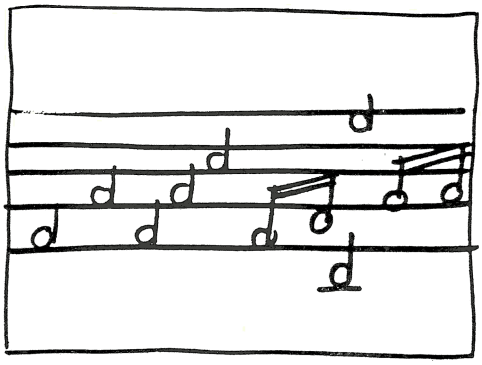
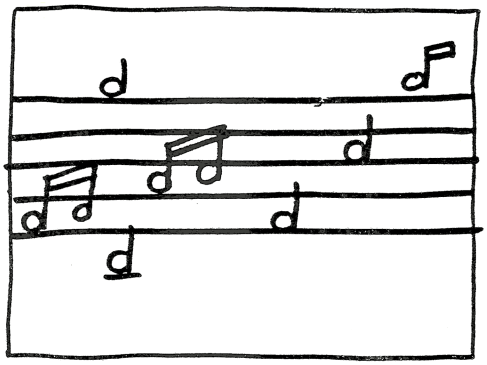
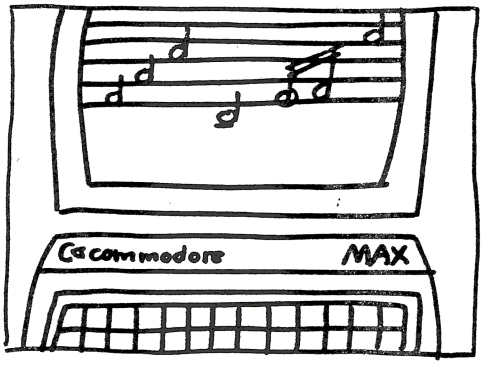
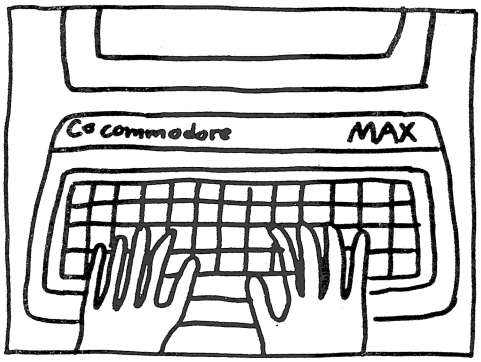
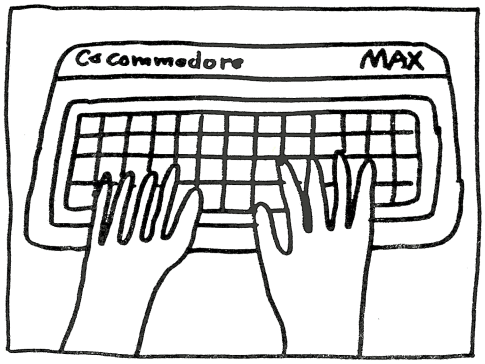
	AND FIND A MUSIC SYNTHESIZER AS IMPRESSIVE AS THIS
	FOR APPROXIMATELY $500.
	BUT WHY WOULD YOU WANT TO DO THAT WHEN COMMODORE, THE WORLD'S LEADING PERSONAL COMPUTER MAKER
	GIVES YOU THE ONLY GAME MACHINE, TRUE COMPUTER AND FULL FLEDGED MUSIC SYNTHESIZER
	IN THIS ONE MACHINE FOR WAY UNDER $200.

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	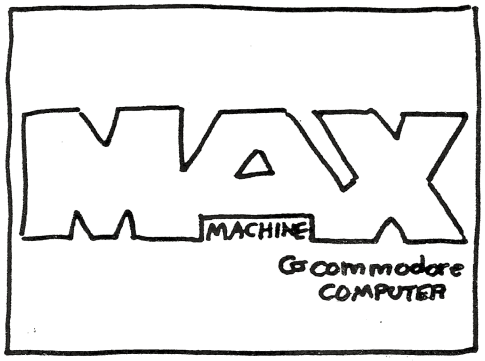	THE MAX MACHINE FROM COMMODORE.

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